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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

MLK7233– E-KNOWLEDGE MANAGEMENT

(All sections / Groups)

16 JUNE 2017
10.00 a.m. – 12.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 6 Questions only.
2. Answer **FOUR** out of **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

Instruction: Answer FOUR out of SIX questions

QUESTION 1 (10 Marks)

Referring to a case study of AIA's guidelines for implementing Electronic Knowledge Management (EKM) in their organization, it has been mentioned that one of the problems they are facing is **"The aerospace community risks the loss of intellectual capital and will be unable to meet the forecasted needs for business"**. Explain what do you think are causing this problem and how this problem can be addressed?

QUESTION 2 (10 Marks)

- i) Tacit knowledge is the knowledge that is in people's heads based on their life experiences. Life experiences that can contribute toward tacit knowledge may include but are not limited to a) **formal** and b) **informal education**. Briefly describe each of these in the context of academic staff in educational institution such as Multimedia University.
- ii) What is Explicit Knowledge Gap? How do we recognize that an explicit knowledge gap exists in an organization?

QUESTION 3 (10 Marks)

The following scenario is referred:

An employee of an organization who is a Subject Matter Expert becomes eligible for retirement. The organization recognizes the need to capture the knowledge which that employee possesses.

Describe the sequence of events that ideally should occur in the organization to capture the knowledge possessed by the employee.

QUESTION 4 (10 Marks)

Today, the creation and application of new knowledge is essential to the survival of almost all organizations or businesses. There are many reasons why this is so. Explain why knowledge sharing culture is important to be cultivated in an organization. What do you think is the most effective way to create a knowledge sharing culture?

Continued...

QUESTION 5 (10 Marks)

According to the analyst and consulting company Ovum - as described in their study "Enterprise Portals: New Strategies for Information Delivery", 2000 – the ideal portal is based on eight functionality areas. Explain five of these functions.

QUESTION 6 (10 Marks)

The formal definition of Intellectual Property (IP), according to the World Intellectual Property Organization is creations of the mind - inventions, literary and artistic works, symbols, names, images, and designs used in commerce.

IP includes but is not limited to proprietary formulas and ideas, inventions (products and processes), industrial designs, and geographic indications of source, as well as literary and artistic works such as novels, films, music, architectural designs and web pages.

There are various steps that can be taken to protect IPs of an organization. Briefly discuss these steps.

End of Paper.